

# BYWAYS & BACKWAYS RAMBLIN'S

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*"Thus, if you are successful in seeking National-designation, you will be able to use the America's Byways brand and logo to demonstrate that your byway is part of a distinctive collection of American Roads."*

*Federal Highway  
Administration*

## WEST VIRGINIA AWARDED OVER \$500,000 FOR FISCAL YEAR (FY) 2001 NATIONAL SCENIC BYWAY DISCRETIONARY FUNDING

On January 4, 2001, the Federal Highway Administration announced the following awards in West Virginia from the discretionary FY 2001 National Scenic Byway Program:

? <u>Monongahela Byway Corridor Management Plan (CMP)</u>	-----	\$ 43,200
? <u>CMP for Extension of Staunton-Parkersburg Turnpike (Byway)</u>	--	\$ 24,800
? <u>Implementation of Midland Trail (Byway) CMP</u>	-----	\$ 25,000
? <u>North Central Byways/Backways Brochure</u>	-----	\$ 12,800
? <u>Little Kanawha Parkway (Byway) Interpretation</u>	-----	\$ 8,000
? <u>Promoting Treasures Within the Mountains</u>	-----	\$ 29,380
? <u>Meadow River Roadside Park Enhancement</u>	-----	\$ 82,312
? <u>National Road (Byway) Kiosks, Brochure and Video</u>	-----	\$ 29,200
? <u>Midland Trail CMP for Extension</u>	-----	\$ 76,640
? <u>Washington Heritage Trail (Byway) CMP Implementation</u>	-----	\$260,000

**TOTAL FEDERAL FUNDS: ----- \$591,332**

## FISCAL YEAR 2002 APPLICATION FOR NATIONAL SCENIC BYWAY DISCRETIONARY FUNDING NOW ON-LINE

For those Byways/Backways who previously submitted the required "Intent To Apply" form, the grant application package is now available on-line at [www.byways.org](http://www.byways.org). For assistance or information, please contact Karen Ebert Allen at (304) 558-3165 between the hours of 7:30 a.m.—11:30 a.m., Monday through Friday.

## AMERICA'S BYWAYS LOGO HAS ARRIVED

Sharon Hurt Davidson, Marketing Manager, recently announced in "Vistas" that a new logo, one piece of the overall "America's Byways" brand, has been selected. According to Ms. Davidson, although the logo is only one piece of the overall "America's Byways" brand, it is a critical one. Leveraging

the power of the America's Byways brand includes maintaining its identity through clear and consistent messages. One way Federal Highway Administration intends to manage the brand is through guidelines for use of the logo. These guidelines have been drafted and will eventually appear on the [www.byways.org](http://www.byways.org) Web site.

The logo can be used ONLY in association with National Scenic Byways and/or All-American Roads.



## MIDLAND TRAIL BYWAY REQUESTS EXTENSION "TO THE KENTUCKY BORDER"

The Nationally-designated Midland Trail Byway has received, "approval-in-principle" for a State-designated extension from the current milepoint 0 at the State Capitol Building to the Commonwealth of Kentucky's border generally following US Route 60. While US Route 60 constitutes the "backbone" of the proposed route extension, numerous proposed "loops" or "spurs" are being reviewed.

## MIDLAND TRAIL SCENIC HIGHWAY ASSOCIATION, INC., PRESIDENT RESIGNS

Senator Larry L. Rowe, President of the Midland Trail Scenic Highway Association, Inc., (MTSHA) recently tendered his resignation effective February 14, 2001.

Mr. Charles "Chuck" Denham will be Acting President until the MTSHA's April Board of Director's meeting.

## GEORGE WASHINGTON HERITAGE TRAIL ASSOCIATION HIRES NEW EXECUTIVE DIRECTOR

Ms. Amy Barley, a current resident of Berryville, Virginia, was recently been selected as Executive Director of the Washington Heritage Trail National Scenic Byway.

## \$558,468 AWARDED TO CITY OF BLUEFIELD, WEST VIRGINIA

The City of Bluefield received funding through Section 1215 of the Transportation Equity Act for the 21st Century (TEA-21) to enhance the pedestrian visitor's experience in the Bluefield Historic District adjacent to the Coal Heritage Trail, a Nationally-designated Byway. The enhancements include installation of interpretive signage, sidewalks, benches, lighting, and landscaping. The project will also include the development of a walking tour that identifies significant intrinsic qualities associated with Bluefield's coal heritage.

## IT'S NOT TOO EARLY TO BE PREPARING NATIONAL SCENIC BYWAY OR ALL-AMERICAN ROAD APPLICATION

While final decisions are over a year away, organizations planning to seek National-designation should ideally be well along on the necessary ground work. Early in the Spring of this year, the FHWA will begin another round of nominations and

designations. For information on "why" or "how" to apply, as well as information on advantages of National-designation, contact Karen Ebert Allen at (304) 558-3165 or [kallen@dot.state.wv.us](mailto:kallen@dot.state.wv.us).

*"Roads no longer  
merely lead to places;  
they are places."*

*John Brinckerhoff Jackson*

.....

*"Like life imitating the  
movies, people want to  
see the money. Yes, a  
\$25-million annual  
discretionary grant  
program supports State-  
and Nationally-  
designated byways. In  
any given year, the  
competition is stiff  
among hundreds of  
worthwhile projects."*

*Federal Highway  
Administration*

**PLAN TO ATTEND THE WEST VIRGINIA BYWAYS /  
BACKWAYS CONFERENCE IN MARTINSBURG ON  
APRIL 23 - 25, 2001**

**T**he Martinsburg Holiday Inn, adjacent to Exit 13 of I-81, is the scene of the initial West Virginia Byways/Backways Conference to be held on April 23 - 25, 2001. The conference will bring together representatives of West Virginia's Byways/Backways family with staff from: both the West Virginia and Washington offices of the Federal Highway Administration (FHWA); representatives from the National Scenic Byways Resource Center, Duluth, Minnesota; representatives from the Outdoor Advertising industry; personnel from the Division of Highways representing Traffic Engineering, Right-of-Way, and Byways/Backways program staff; and others. Don't miss this opportunity to network with your peers to discuss common problems and investigate opportunities, to hear and ask questions of FHWA Byway's leaders, and to meet the people you talk to only on the telephone.

Guest speakers will address important Byways/Backways issues such as Corridor Management Plan preparation and implementation; sustaining a Byway/Backway organization; signs along the Byway (to learn just what can, or cannot be done concerning directional and interpretive signs, as well as outdoor advertising); and the ABC's of Interpretation and Grants. There is also a time for all Byways/Backways organizations to share lessons learned, and a time just to socialize.

The conference agenda and registration form are enclosed. Reserve your room by calling the hotel directly at (304) 267-5500. Be sure to mention the Byways/Backways Conference when registering. If the Holiday Inn has no vacancies, Days Inn is next door at (304) 263-1800.

**REIMBURSEMENT OF EXPENSES AVAILABLE TO  
ATTENDEES OF UPCOMING BYWAYS CONFERENCE**

**R**eimbursement for travel expenses such as lodging, mileage, meals, and conference registration fees is available for up to two (2) representatives from each West Virginia Byways and/or Backways organization who attends the upcoming West Virginia Byways/Backways Conference to be held in Martinsburg, West Virginia, on April 23 - 25, 2001.

Each organization is responsible for designating who is to be reimbursed. Those designated by a West Virginia Byways/Backways organization may obtain a Reimbursement Form during conference registration.

For more information, please contact Karen Ebert Allen at (304) 558-3165.

*"Visitors' experience  
on one byway  
beckons them to  
travel others in the  
collection. Is your  
byway ready? Have  
you traveled your  
byway with the eyes  
of a visitor? What do  
visitors like about  
your byway? What will  
they remember? Do  
you ask them  
regularly?"*

*Rob Draper, Program  
Director, Federal Highway  
Administration (as  
reported in "Vistas" Jan/  
Feb 2001)*



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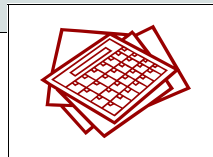
## NEW STAFF ASSIGNMENTS ANNOUNCED—"WHO DO YOU CALL?"

At the State level, Rebecca "Becky" Davison was recently assigned a more active role with West Virginia's Byways/Backways program. A native of Charleston, WV, Becky has served in various administrative and training positions in West Virginia State government for over 13 years. She has a BA from Marshall University and an MA from West Virginia University. Additionally, Becky serves as a Lieutenant Colonel in the West Virginia Army National Guard. She is the first woman officer in the W. Va. Army National Guard to serve as Commander of the 153rd Public Affairs Detachment, as Commander of Headquarters, West Virginia State Area Command, and is now Commander of the 1st Battalion, 77<sup>th</sup> Troop Command. Also known as "Colonel Mom," Becky is a graduate of the Army Command and General Staff Course and the US Army War College Defense Strategy Course. She and her spouse have two daughters and reside in South Charleston. Ms. Davison may be reached at (304) 558-3165 or [rdavison@dot.state.wv.us](mailto:rdavison@dot.state.wv.us).

At the National Scenic Byways Resource Center, Mr. Henry Hanka, AICP, has been assigned to assist West Virginia's Byways/Backways effort. Henry is a Byway Specialist for the National Scenic Byway Resource Center, has been a planner in various public and private planning organizations since 1971, and was previously the Executive Director of the Arrowhead Regional Development Commission, a regional planning and development agency in Northeastern Minnesota. Henry is on the Board of Directors of the National Association of Development Organizations and is a charter member of the American Institute of Certified Planners. He is a graduate of the University of Minnesota and lives in Duluth Minnesota. Mr. Hanka may be reached at (800) 429-9297, Extension 5 or [hhanka@byways.org](mailto:hhanka@byways.org).

At the Federal Highway Administration, Washington, D. C., office, Mr. Kenneth Petty has been assigned to assist West Virginia's Byways/Backways effort. He recently graduated Summa Cum Laude with degrees in Accounting, Finance and Computer Accounting Technology. Prior to graduation, he developed a National Scenic Byways grant fund database, which keeps a record of Scenic Byway grants throughout the life of the program. With Rob Draper, Director of the National Scenic Byway Program, he co-authored "On the Road to Recreation." Mr. Petty may be reached at (800) 429-9297, Extension 3, press 5 or [kenneth.petty@fhwa.dot.gov](mailto:kenneth.petty@fhwa.dot.gov).

## MARK YOUR CALENDARS!



- ? For Nationally-designated Byways: The 2001 (bi-annual) National Scenic Byways Conference is scheduled for August 26 - 29, 2001, in Portland Oregon. The conference is preceded by a special workshop to be held in Bend, Oregon on August 24 - 25, 2001. For additional information, contact (800) 429-9297, Extension 5.
- ? The National Road Alliance and the National Scenic Byways Resource Center are coordinating a Balancing the Protection and Promotion of Historic Roads Conference to be held on July 27 - 28, 2001, at Rocky Gap Lodge and Golf Resort in Cumberland, Maryland. Registration will cost about \$150, including four meals. For more information, call Karen Ebert Allen at (304) 558-3165 or [kallen@dot.state.wv.us](mailto:kallen@dot.state.wv.us).